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Press release

PrismaLife AG extends again its range of products with sustainable funds

In total PrismaLife now offers a range of 52 sustainable funds
Share of sustainable investments in customer portfolios increases

Ruggell, March 25th, 2021. PrismaLife AG has extended its range of explicit sustainable funds and now offers its existing customers 52 ESG-compliant funds to select from. With this, PrismaLife has one of the most comprehensive sustainable ranges on the market. Newly added are green bonds as well as investment funds in the fields of water, sustainable energy production and sustainable growth strategies. Mostly these are also cost-effective ETF offers.

«As a specialist for unit-linked life insurances, it is our goal that every person has a chance to take precautions, according to his capabilities, to life carefree at an advanced age» says Holger Beitz, CEO of PrismaLife. «We also want to win as many customers as possible to choose sustainable funds for their selection of investments in their policies.»

By choosing investment companies and expanding the shares of funds that provide a sustainability certification, the Liechtenstein insurer managed to triple the volume of investments into ESG-compliant contracts in 2020. At the same time the number of contracts regarding sustainability principles has more than doubled.

«Currently and due to the grown investment structures the shares of ESG investments in the customers portfolio are still small but we are consequently working to change that by extending the offers and actively consult people accordingly», Mr. Beitz says.

«2020 – the year of the pandemic – has shown even more the importance to act responsibly. Our sustainable business strategy and our extraordinary flexibility pays off and in 2020 it led – in contrary to all trends of the market – to premium growth», Mr. Beitz adds. Preliminary numbers show that in the fiscal year of 2020, PrismaLife increased its premiums by 1,4 % to 134,4 Mio. Euro and the new business increased by 5,7 Mio. Euro or 47 % to an amount of 17,9 Mio. Euro. The range of sustainable investment funds changes dynamicly. «Besides newly launched funds, many fund providers customize existing funds so they will meet sustainable criterias», Mr. Beitz says. «It will be exciting to observe what influence the EU taxonomy will have on this classification».

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About PrismaLife

PrismaLife AG is the leading Liechtenstein life insurance company based in Ruggell. As a specialist for products with net premiums, the company focuses on a clear separation of product and remuneration. The company manages client assets of around 1.3 billion euros. The investments in the cover pool are sustainably oriented. PrismaLife also

offers customers numerous fund solutions with a sustainable orientation. Further information is available at:
www.prismalife.com

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